



19 April 2010

Bristol businesses back Balloon Fiesta

Even before the scheme is officially launched this evening (Monday 19 April) nearly twenty Bristol businesses have already signed up to support this year's Balloon Fiesta by becoming members of its prestigious 100 Club.

For an investment of just £2,000, members receive a package of valuable benefits including corporate hospitality, balloon flight vouchers, brand advertising and VIP tickets to the event, which runs from August 12th-15th.

Every member of the scheme has the chance to become the Fiesta's title sponsor, which is picked from a prize draw of 100 Club members. Two other lucky winners will become the sponsor of one of the popular night glow events which each attract crowds of 100,000 people.

Local companies already signed up for the 100 Club include last year's title sponsor Harvey Nichols, launch event hosts Clarke Willmott, Bristol Airport, King Sturge, David Hathaway Transport, marquee company Danco, Mercure Hotels, Constellation Wines and Euro-Recycling.

They will be joined at tonight's launch event by other leading businesses from across the city who are coming to find out more about how they can benefit from the 100 Club scheme at the same time as supporting the city's biggest festival.

Muir Moffat, chairman of this year's Bristol Balloon Fiesta Organising Committee explains: "The 100 Club provides a considerable return on investment for a modest outlay and we are very pleased with the support we have already had from local companies.

"The Fiesta is a major tourist attraction for the city and has become as synonymous with the Bristol as Brunel's famous suspension bridge. Images from the fiesta are used on marketing literature to promote Bristol far and wide and we need the support of local businesses to ensure we can put on the best possible show for the many thousands of people who come each year."

Sue Stones, general manager of Harvey Nichols, Bristol and title sponsor of last year's event says: "This is a great opportunity for businesses large and small to showcase their brand to the half a million people who flock to the festival each year, let alone the additional reach through the website and media coverage.

"The Balloon Fiesta really puts Bristol on the map and we feel it's important to support an event which does so much for the city and the local community. Becoming the title sponsor last year was really the icing on the cake and that's why we've decided to join again in 2010."

Balloon Fiesta organisers decided to launch the 100 Club last year as a new model for generating income to help fund the event. The Fiesta is a free event for the people of Bristol and a major tourist attraction, which is recognised as one of the UK's top five outdoor events.

For more information about the Fiesta 100 Club, please contact Ben Hardy on (0117) 953 5884 or visit www.bristolballoonfiesta.co.uk.

Held in the rolling hills of Ashton Court on the edge of Bristol, the Fiesta is a hugely popular free event which offers fantastic entertainment for the whole family.

150 balloons of all shapes and sizes provide an unforgettable spectacle as they take to the sky in mass ascents each morning and evening from Friday to Sunday.

Some of the largest crowds are drawn to the famous Night Glows on Thursday and Saturday evenings, when the balloons tether in the main arena and light up in sequence to music, like giant light bulbs.

Arena and air displays include the famous Red Arrows with their daredevil stunts. Over 250 trade stands, local and international food stalls, a funfair and a variety of other entertainment complete the fun-packed festival.

- Ends -

For more information, please contact the Balloon Fiesta press team at Spirit Public Relations.

Email balloonfiesta@spiritpublicrelations.co.uk or call 0117 944 1415

Editor's Notes

The Bristol Balloon Fiesta is planned by a voluntary committee which reports to the board of Bristol International Balloon Fiesta Ltd. This year, the event is being organized by Richmond Event Management and the publicity is being handled by Spirit Public Relations Ltd.